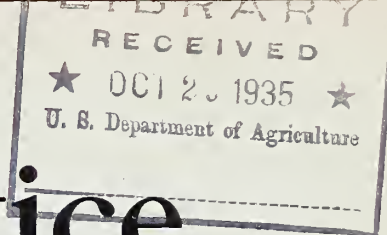


## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.

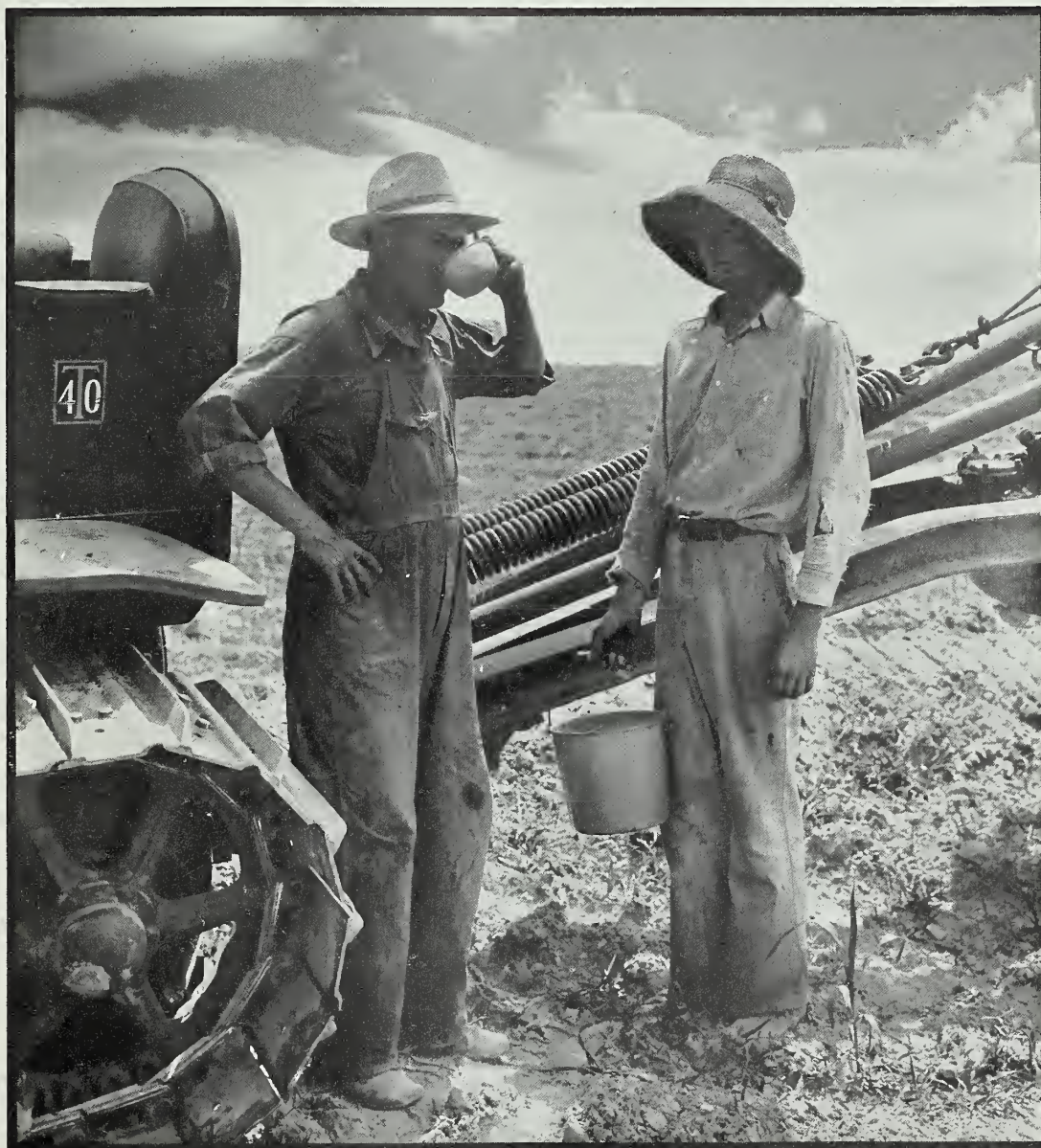




# Extension Service Review

VOL. 6, NO. 10

OCTOBER 1935



ISSUED MONTHLY BY THE EXTENSION SERVICE  
UNITED STATES DEPARTMENT OF AGRICULTURE  
WASHINGTON, D. C.





## In This Issue

“**B**ALANCE the farm budget, not the cattle budget, nor the dairy budget, but budget the whole farm”, says D. B. Ibach, extension economist of Missouri, as he explains a new development in extension methods. In the article Mr. Ibach discusses the problem, the application of a new budget method, the follow-up, and what he believes to be the future development of farm budgeting.

“**T**HE NATION’S agricultural plant is getting a thorough overhauling”, says Joseph F. Cox, chief of the AAA replacement crops section. Out of every 12 acres of cultivated land in the United States in 1935, 1 was withdrawn from surplus crop production. Well over a third of this contracted acreage has been planted to crops that conserve and improve the soil. In the South cotton and tobacco acreage has been widely used to produce food and feed crops for home use. Less than 15 percent of the contracted acres has been permitted to lie idle or fallow, and of the 15 percent the larger part was fallowed for a definite purpose of moisture conservation and weed eradication. These figures show that the adjustment programs are bringing a new impetus to a movement to improve and maintain the fertility of farm lands. How farmers are using the land taken out of basic crops and what effect such use is having on achieving a balanced agriculture is explained by Mr. Cox in his article entitled “*Soil Fertility Steps Up*” and by State workers in the article entitled “*Value of Replacement Crops*.”

**R**URAL sociology extension, dealing as it does, with the resources, the problems, the programs, and the progress of farm groups, is destined to receive constantly increasing emphasis, attention, and encouragement. Iowa is one of the States that has made noticeable progress in this field. What this State is doing in unifying community development programs of six major projects is described in “*Guide Posts for Group Life*.”

## Contents

	Page
Budget the Whole Farm - - -	129
<i>D. B. Ibach, Missouri</i>	
Value of Replacement Crops -	130
<i>Reports of Selected States</i>	
Soil Fertility Steps Up - - -	131
<i>Joseph F. Cox, U. S. Department of Agriculture</i>	
Fighting Prophet of the Demonstration Idea - - -	133
<i>J. A. Evans, Georgia</i>	
Report on 4-H Policies - - -	135
<i>Raymond A. Pearson, Maryland</i>	
My Point of View - - -	136
Guide Posts for Group Life - -	137
<i>Iowa</i>	
To Direct Texas Extension Service - - -	139
Managing County 4-H Fairs -	142
All Work Together - - -	143

**D**EMONSTRATION work has lost an ardent champion in the passing of Oscar Baker Martin. Deeply imbued with the conviction that the demonstration method symbolized a process of individual growth, he spent 28 of the best years of his life championing the ideals of Dr. Seaman A. Knapp. His courage, industry, wisdom, wit, and steadfast devotion to a great tradition were well known. We leave to the sympathetic understanding of his friend and coworker—J. A. Evans—the appraisal of this sterling character.



## On The Calendar

American Royal Livestock and Horse Show, Kansas City, Mo., October 19–26.

Ak-Sar-Ben Livestock Show, Omaha, Nebr., October 27–November 2.

American Dietetics Association, Cleveland, Ohio, October 28–November 1.

Agricultural Outlook Conference, Washington, D. C., October 28–November 2.

Kansas National Livestock Show, Wichita, Kans., November 11–15.

Sixty-ninth Annual Convention of National Grange, Sacramento, Calif., November 13–21.

Association of Land-Grant Colleges and Universities, Washington, D. C., November 18–20.

National 4-H Club Congress, Chicago, Ill., November 29–December 7.

International Livestock Exposition, Chicago, Ill., November 30–December 7.

American Association for the Advancement of Science, St. Louis, Mo., December 27.

American Livestock Association, Phoenix, Ariz., January 7–10, 1936.

National Western Stock Show, Denver, Colo., January 11–18, 1936.

**R**AYMOND A. PEARSON, chairman of the executive committee of the Association of Land-Grant Colleges and Universities, tells what he likes best about the “*Report on 4-H Policies*.” He would like to have rural boys and girls understand the value of research and its application to problems on the farm and in the home. Farm boys and girls must study and analyze the needs of the country in order to live the fullest life.

**T**HAT summer camps are popular in South Carolina is shown by the fact that 300 boys, 1,100 girls, and 1,200 women from 28 counties attended those held at The Citadel in Charleston. Bessie Harper, district home demonstration agent, planned the programs for all groups.

THE EXTENSION SERVICE REVIEW is issued monthly by the EXTENSION SERVICE of the United States Department of Agriculture, Washington, D. C. The matter contained in the REVIEW is published by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. The REVIEW seeks to supply to workers and cooperators of the Department of Agriculture engaged in extension activities, information of special help to them in the performance of their duties, and is issued to them free by law. Others may obtain copies of the REVIEW from the Superintendent of Documents, Government Printing Office, Washington, D. C. 5 cents a copy, or by subscription at the rate of 50 cents a year, domestic, and 75 cents, foreign. Postage stamps will not be accepted in payment.

C. W. WARBURTON, *Director*

C. B. SMITH, *Assistant Director*

L. A. SCHLUP, *Acting Editor*



# Budget the Whole Farm

## New Extension Method Explained

D. B. IBACH

Extension Economist,  
Missouri College of Agriculture

**A**N AGRICULTURAL extension program which attacks "loose ends" or individual phases of the farm business without relating its attack to the *total net farm income* is a weak program. It is inadequate and does not meet the farmer's needs. Though we do have "specialty" farmers, the fact remains that they are the rare exception, particularly in the Middle West. John Jones is not a "hog man" or a "beef-cattle" man, a "dairy" man, or a "poultry" man. Unless he is one of those rare exceptions, he is the operator of a more or less diversified farm business, and his job is to adjust his enterprises so as to be constantly striving for the highest profit combination. He applies those methods within each enterprise which are most apt to result in the maximum contribution to the net total income. The fact that hogs contribute largely to his income does not mean that he can separate the hog enterprise from the rest of his farm. And yet, our usual extension approach seems to proceed on that obviously erroneous assumption.

Agricultural adjustment problems have made some defense of the enterprise approach to farm-management problems seem necessary. So it has been naively stated that in limiting the attack to problems of physical efficiency we could not increase total production, as all we preached was increased production per unit.

### *The Problem*

It has been readily admitted that in the extension projects dealing with single enterprise problems, we must now consider the economic aspects of the project or enterprise. But how can this be done unless the enterprise problems are treated as they relate to the entire farm unit? It is easy to say, for example, that the "beef-cattle" enterprise has its separate economic phases, but it doesn't make sense from the typical farm operator's point of view. He merely puts the beef-cattle enterprise into the same hopper with the other ingredients in whatever proportion he thinks will turn out the greatest net

---

**This article deals with a vital problem concerning the extension approach in attacking internal farm-management problems. It first discusses some weaknesses of the enterprise approach and then describes the operation of methods now being developed which should serve to result in better coordination of extension efforts.**

---

total income. It is more logical to say that the economy of farming has its various phases such as beef cattle, hogs, dairy, poultry, and crop production and marketing. This vital distinction must be recognized if we are to change to the farm-unit approach in attacking internal farm problems.

Certainly the current farm situation during recent years, requiring a great governmental adjustment program, should be sufficient to point out the utter inadequacy of the enterprise approach.

The thoroughly sound and practical extension approach will recognize that the farmer regards his business as a unit, and he is not interested in adopting a practice unless it contributes to his net total farm income or future net income-producing ability of his farm.

Such a program will also recognize that the opportunity for improving farm incomes is often greater through changes in enterprise combinations than it is through improved methods within single enterprises. Extension work in farm management has, of course, always recognized this. What is needed is a vehicle which will direct *all* extension activities which have to do with farm-production problems, so that the results of every effort can be measured in terms of net total income. Such a vehicle is rapidly being developed in Missouri.

### *The Budget Method Applied to the Problem*

In Cedar County, Mo., County Agent J. A. Muster and the farm-management specialist have been working with a small group of farmers to demonstrate the value of the budget method of planning the individual farm business. It is believed that this method may be developed to serve as a coordinating vehicle for all projects dealing with single farm enterprises, and in this way avoid the well-recognized weaknesses of the enterprise approach in attacking internal farm-management problems.

The beginning step was the preparation of a farm budget covering the farm of a

*(Continued on page 144)*



The Cedar County farmers who are working out their own farm budgets.



## Field Workers Testify to

# Value of Replacement Crops

THE REPLACEMENT crops section recently sought the opinion of laud-grant college deans, extension directors, agronomists, economists, and farm-management specialists in regard to the effect of the adjustment program on farm practices within their respective States. It will take some time for complete returns to come in from this inquiry, as many indicated that investigations were under way that would be reported in the near future. However, a few typical opinions from leading State authorities may be of interest.

### Shifts to More Desirable Crops

The drought of the past season, coupled with the adjustment program, forced many desirable shifts in cropping systems. Briefly, these are the major ones:

1. The acreage of leguminous crops was greatly expanded. This is particularly true of alfalfa, the acreage of which was doubled.

2. The effective use of emergency hays, like soybeans and Sudan grass. These did not pass the season, but this year's plantings show them to be permanent shifts.

3. The use of cultivated land for pastures. Much Sudan, oats, peas, and sweetclover are now in use.

4. The retirement of nonproductive lands from the pasture program due to their normally low productivity.

5. The use of fertilizers on low-producing but otherwise productive pasture.

6. Terracing, windbreak planting, and other erosion-control practices, though slower in action, are definitely on the increase.—*K. L. Hatch, associate director, Wisconsin.*

### More Legumes

I may say in general that the larger part of this acreage (the contracted acreage) has been devoted to the growth of legumes. I think it safe to say that the acreage devoted to alfalfa has been doubled and that devoted to soybeans has been increased 25 to 40 percent.—*Director C. G. Williams, Ohio Experiment Station.*

### Contracted Acres Used

Professor H. C. Rather, farm crops department, Michigan State College, quotes

Mr. Longnecker, in charge of the AAA compliance work, as follows:

"Of the contracted acres in this State, 35 percent were seeded to alfalfa or other legumes; 40 percent were summer fallowed; 10 percent were used for emergency forage crops (soybeans and sudan grass predominating); 10 percent were seeded to oats for hay; and 5 percent were in the crop land—sod with no hay removed."

### Better Farm Management

A study of 810 farms of account co-operators, shows that the average farmer had 19.4 percent contracted acres per farm in 1934. These acres were used for the following purposes:

Use—Seeded to:	Percent
Alfalfa .....	13.9
Sweetclover .....	18.2
Other clovers .....	21.6
Soybeans and cowpeas.....	23.1
Timothy and red top.....	3.4
Other crops.....	6.7
Idle land .....	13.1

More than 80 percent of the contracted acres on these farms was planted to legumes. J. C. Hackleman, extension agronomist, provided figures showing that the total legume acreage of the State of Illinois was estimated at 2,524,000 in 1933, and increased to 3,936,000 acres in 1935.—*P. E. Johnson, farm-management specialist, University of Illinois.*

### A Well-Rounded Program

The well-rounded policy of the adjustment program has had a favorable effect on the soundness of Texas agriculture. I am of the opinion that the program has actually extended better methods of farming, including rotation or changing of crops on the land, the use of soil-improving crops, terracing, strip cropping, and other methods of soil conservation.—*E. B. Reynolds, chief of the division of agronomy, A. and M. College of Texas.*

### Improves Soil Fertility

The careful observation of our field men indicates that legumes, grasses, and emergency forage crops were planted in increased amounts, practically to the extent that the tobacco and corn acreages

were decreased. The net effect has been decidedly beneficial from the standpoint of an improvement of soil fertility.—*W. D. Nicholls, head of the department of economics, University of Kentucky.*

### Food and Feed Crops Increase

There has been an important increase in the use of lespedeza in the Tennessee Valley. The consumption of winter legume seed in 1934 was limited only by a supply of seed, and the bulk of the rented acres in Tennessee went to food and feed crops, with a small acreage devoted to soil-building crops.—*J. C. Lowery, extension agronomist, Alabama Polytechnic Institute.*

### Land Use and Rotations

The most significant increase is in the acreage of hay, a total of 99,000 acres increase, of which 23,000 acres was lespedeza. From the calls made upon our county agents and specialties in farm management, we are convinced that the program has aided us very materially in centering farmers' attention upon the proper use of their land, rotation of their crops, and building of their soil for future years.—*John W. Goodman, assistant director of extension service, North Carolina.*

### More Lespedeza

We believe that lespedeza has increased at least 50 percent in the tobacco and cotton sections of the State during the last 3 years. Perhaps one-half of this increase was due to the crop-adjustment program.—*Prof. T. B. Hutchison, agronomist, Virginia A. and M. College and Polytechnic Institute.*

### Stimulates New Crops

There has been a great deal of interest in new crops, which doubtless has been stimulated in part by acreage reduction in some of the staples. At the present time there is a great deal of interest in flax for oil. Another development which has taken place in this State is the use of irrigated pastures. There has been some increase in the use of soil-improvement crops in California.—*B. A. Madison, head of agronomy division, University of California.*





## Soil Fertility Steps Up

### Adjustment Accelerates Adoption of Better Farm Practices

JOSEPH F. COX

Chief, Replacement Crops Section, AAA

**I**N A RECENT statement addressed to county agents, Director Warburton said, "The record of agriculture's start toward recovery as a result of the programs in which you are assisting will stand forever as a monument to your energy, sincerity, and loyal work. Not only your assistance in the emergency program, but your help on long-established educational activities enabled farmers in general to meet and partially solve the many problems of the past year."

With the inclusion of the adjustment contracts as major extension projects in counties growing the basic commodity crops, the county agent and the extension specialist were depended upon to aid in adapting the contracts to local and, in many cases, to individual conditions. A very great service has been rendered in directing the use of the contracted or

rented acreage in constructive ways. For many years, county agricultural agents have been engaged in programs leading toward the increase in acreage of legumes and in the improvement of pastures. Encouraging increased growing of soil-building and erosion-preventing crops has long been an important and widespread extension project, supported by the results of such long-time fertility experiments as the Morrow Plots of Illinois, the rotation experiments of Pennsylvania State College, and of the Ohio and Missouri and other experiment stations. Splendid results had been achieved, but with the coming of the emergency adjustment program these projects were tremendously accelerated.

In 1934, approximately 36 million acres, or 1 out of 9 acres of the cultivated land of America, was contracted or rented

acreage. In 1935, approximately 30 million acres, or about 1 out of 12 acres of the cultivated land is contracted or retired acreage. The individual crop adjustment contracts all permit the planting of new seedings of grasses and legumes, the establishment of erosion-preventing, soil-improving crops in general and of farm wood lots on the contracted or shifted acreage. County agents and agronomists quickly adapted the permissive uses of the crop adjustment contracts regarding the contracted acreage to their particular conditions, forwarding alfalfa campaigns, increased lespedeza acreage, production of home food and feed crops in the Cotton Belt, planting of black locust or other trees, terracing, strip cropping, controlling weeds, and other practices needed on individual farms and in particular localities. They were highly effective.



tive in using the emergency period of the adjustment contracts to forward needed and proved farm practices of benefit to their local agriculture. Instead of a program of idle land, exposing the soil to erosion from water and wind, and to the growth of noxious weeds, the program of use of the contracted acreage has been a most constructive one, leading toward a better agriculture through improving

the drought, insufficient seed supplies of many important legumes and grasses, and inadequate farmer purchasing power at the beginning of the program, results that show statistically have been achieved. The July 10 report of the Bureau of Agricultural Economics shows an increase in 1935 acreage of alfalfa hay of 1,716,000 acres over that of 1934—an increase from 11,482,000 acres to 13,198,000 acres. This



Korean lespedeza shows a greatly increased national acreage because of the plantings on contracted acres.

soils, lessening erosion, balancing farm practices, and improving feeding practices for livestock, and, in the case of the tobacco and cotton contracts, greatly advancing the home feed and food program of the South. As Secretary Wallace states, "The adjustment program aims toward 'balanced plenty.'"

#### Long-Time Objectives

The remarkable progress during the emergency period indicates that much greater results can be expected, now that the emergency is largely passed. As stated by Chester C. Davis, Administrator of the Agricultural Adjustment Act, "We have opportunity now to replace temporary measures, appropriate only to extraordinary conditions, with an agricultural policy looking toward long-time objectives. Agriculture will aim to put its own lands in order and tie in the various adjustment programs with long-time objectives of efficient land use."

During the past three seasons of the Adjustment Administration, in spite of

is an increase of nearly 15 percent and stands as an annual record. During the same time, soybean acreage went up approximately 1,240,000 acres from 4,223,000 to 5,463,000, an increase of more than 29 percent. Lespedeza increased for hay purposes in 1934 by more than 50 percent, and there is no doubt that the acreage of this crop has extended more rapidly during the last 3 years than the acreage of any other legume. The important soil-building legumes, long encouraged by land-grant college programs, have been expedited in acreage increase during the three seasons of the adjustment program as never before. Of course other factors such as drought complicated the situation, both impeding and accelerating the program. Much greater increase in seedings of grasses is also reported. The hay acreage for 1935 was 66,096,000, an increase of 5,384,000 acres over 1934, according to the Bureau of Agricultural Economics, which attributed this increase to the fact that "acreage taken out of production under AAA contracts has been planted in large part to forage crops."

## Kansas Becomes Dairy Show Conscious

In 1930, the State had only two dairy shows besides those at the fairs, and both were for the Jersey breed. This year the State was divided into 6 parishes for the Jersey breed, 6 districts for the Holstein, 4 for the Ayrshire, and 3 for the Guernsey, to give every breeder an opportunity to enter a show without undue travel. And with no more tangible attraction than colored ribbons, 301 breeders exhibited 949 cattle in 19 spring shows.

Why? Probably a good many reasons might be cited, but another question should suffice. Did anyone ever report a successful program of this sort which did not have an extension specialist or two somewhere in the picture?

J. W. Linn and Dwight M. Seath, extension dairymen of the Kansas State College Extension Service, have been pleased with the way the shows have "taken" this year. It is victory, in a sense. And it is more than that. It is a means—and an open sesame to other means—of disseminating needed dairy information.

Fully 75 percent of those at the ring-side during the contests participated. That was astounding, but certainly no detriment to the cause. It maintained interest by allowing the participants to compare their ideas with those of the judge, who gave reasons for awards on every class throughout the day.

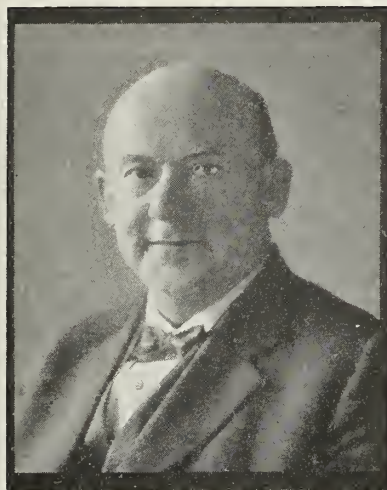
One unusual thing about the shows was that Holsteins were placed according to the new plan—the Danish method, or Kansas plan. This allows a number of animals to win the same color of ribbon rather than only one. Another unusual point was that Kansas had spring shows for four breeds rather than for only one, as is more common.

The shows were also valuable in determining which animals should be exhibited at fall fairs, or at least which herds should be represented. It should be pointed out, however, that the fitting for spring shows was virtually naught compared with that done for fall shows.

Of the whole series, Mr. Linn declared, "The shows are not an end in themselves, but are only a beginning toward dairy-cattle improvement in the State. They stimulate interest in outstanding herd sires, in a testing program, and in every phase of dairy-improvement work that can be mentioned."

Kansas, it seems, is to hear more of these shows in the future.





Nov. 8, 1870–June 30, 1935.

## Fighting Prophet of the Demonstration Idea

J. A. EVANS

college education, graduating with an A. B. degree from Furman University. He taught country schools and served as principal of the Greenville, S. C., high school for the next 10 years, at the same time successfully operating a small farm. Elected State superintendent of education for South Carolina in 1902, during his 6-year term of office he put agriculture into the course of study in the common schools and in other ways showed a deep interest in agricultural education.

Mr. Martin's first task in his new position in Washington was to instruct county farm demonstration agents in the technic of organizing and conducting boys' corn clubs. But in 1910 girls' tomato clubs were started as an "indirect attack" on the problems of the farm home, and in 1911 this work was followed by demonstration work with farm women. Both activities were also put in charge of Mr. Martin.

Dr. Knapp died in 1911 while the plans for home demonstration work were in their incipency. Believing with Dr. Knapp that the home constitutes the "keystone of American civilization" and realizing the difficulties of reaching the home effectively, Mr. Martin turned over the immediate direction of 4-H club work to capable assistants and concentrated on the problems of home demonstration. In establishing this work he departed from the traditional home-economics teaching standards and insisted on having it carried on by demonstration methods. The garden, the poultry yard, and the kitchen became the schoolrooms of the new teaching, and the demonstrations were of a size large enough to make them of economic importance. The great success of home demonstration work in the South is a living monument to his zeal and leadership.

Mr. Martin continued in charge of 4-H clubs and home demonstration work in the South until 1924 when the offices of extension work South and North were

Mr. Evans, a pioneer in extension work, was associated with Mr. Martin from the earliest days of extension work and until his recent retirement was Associate Chief, Office of Cooperative Extension Work

consolidated. Shortly after, he was made regional director for all extension activities in the South.

He left this position to become extension director for Texas in 1928 and so remained until his death. Finding that this large organization after the war had drifted away from the original demonstration idea and that it was then relying too much on what he called "propaganda" methods, he resolutely set himself to correcting this condition and to making Texas the center of real farm- and home demonstration work. He profoundly changed the outlook, methods, purpose, and scope of extension work in that State during the next few years.

In pursuance of this purpose he staged in Houston in 1929 the silver anniversary of the founding of extension work which was attended by the extension representatives of more than 40 States. Mr. Martin made this anniversary the occasion for a reconsecration of extension workers to the demonstration method as the very essence of extension work.

As preached by Dr. Knapp and Mr. Martin, the demonstration method symbolized a process of individual growth. Starting at the point of greatest interest in the life of an individual, the demonstration, performed by the individual himself, leads to success which stimulates greater effort—another demonstration. The individual, growing as the demonstrations grow, advances through the educational stages of "profit, comfort, culture, influence, and power." The extension agent is a sort of catalytic agent in the process—stimulating it but not directly taking part. In this general concept both Dr. Knapp and Mr. Martin were years ago abreast

(Continued on page 143)

"IT WAS at a conference for 'education in the South' at Pinehurst, N. C., in 1907. The speeches were long and dull. Everybody was tired when an out-of-State speaker was introduced. Within 2 minutes a hush fell upon the audience. The languor and indifference were changed to a tense expectancy as this stranger sketched a strong word picture of a new, a revolutionary idea in education. Before the cogent, compelling oratory of this man the massed educators felt the impact of a tremendous new idea."

The speaker was Dr. Seaman A. Knapp, the idea that of agricultural education through farm demonstrations, and the man who told the story was the late O. B. Martin, former extension director in Texas and extension's most forthright and colorful character.

Thus Mr. Martin got his conception of the demonstration as a compelling force in rural education and was fired by the agricultural statesmanship of the Father of Demonstration Work. First as disciple and later as prophet, Mr. Martin devoted his energy and talents to making the demonstration a moving reality in agricultural education and in the lives of farm people.

In March 1909 Mr. Martin was brought to Washington to promote boys' demonstration work in the South. No better selection could have been made. Born on a small South Carolina farm, attending county and village schools, he had largely through his own effort achieved a



Setting up the windmill for the community well at Villanueva.



The county agent assists in threading pipe for the community well at Sena.

## Digging for Water

for the past 100 or 150 years the native farmers have either hauled or carried their water from the river below or from the irrigation ditch. The completion of this well, together with the installation of a good windmill and tank, has given the 400 inhabit-

ants an ample supply of pure water to take care of all household needs. County Agent Jones was on hand to supervise the setting up of the windmill and the tank.

In the Rencona community the American farmers there (39 in all) have been hauling water for distances of from 2 to 15 miles. The well project there provided for a drilled well, and water was reached at a depth of about 450 feet. This well not only will furnish a better source of water but will save many days of labor in hauling water from distant sources. A supplemental project for this community will provide an underground cistern to be connected with a stone tank above ground, the cistern to supply drinking water for household purposes and the tank to supply water for stock purposes.

**W**ATER supply for rural communities in San Miguel County, N. Mex., has often been a real problem which County Agent Lorin F. Jones has had on his mind. And so, when CWA and FERA funds became available, he saw a way to tackle this old problem, and had projects for digging wells in several communities drawn up and submitted for approval in short order. He has kept at it until 20 such projects have now been approved.

Two of the outstanding accomplishments have been in Villanueva and Rencona. The Villanueva well was started as a digging project, but, after reaching approximately 70 feet, approval for the use of a drilling machine was obtained. This little community sits on a promontory overlooking the river, and

## Detailed Plans Keep Major Projects Going

Indiana county extension agents have taken a step forward in building county programs of work, in that they are outlining in detail the one or more major projects under way in each county.

For a number of years county programs of work have been drawn up, showing projects to be carried out, communities involved, and goals expected to be attained in persons reached, acres planted, animals involved, and similar terms. A calendar has been made up in conjunction with the program showing the estimated number of days that will be required by the various projects.

This year the several major projects under way in each county have been outlined in detail. County project committees and, in many places township committees, have been delegated responsibility in deciding upon procedure in the projects.

In each case the extension agents and those participating in the program building are asked to outline the reasons for respective projects being considered as "major." An analysis of the territory involved and of the people to be reached is made; methods are outlined in detail, including dates of events.

Duties of the various cooperators, including extension workers, county and township committees, demonstrators, and others, are outlined.

Although extension workers generally know approximately what events, activities, and other steps are involved in the various projects under way, few in the past have set out definitely at the beginning of the project the exact procedure to be followed. Consequently, essential steps have been inadvertently omitted, and knowledge of the exact duties of all concerned was hazy. Under the procedure now being followed everyone involved knows his job, and an obligation to discharge outlined duties makes their carrying out more likely.

Much satisfaction of mind is had by those who participate in such outlined programs, as they know when the task has been properly completed.

## State Flower Designs

The State fair at Huron, S. Dak., this year had as one of the features in the women's department an exhibit of original State-flower quilt blocks and colored designs, according to Mary A. Covert, home-management specialist of the State college extension service.



# Those Things I Like Best About

## Report on 4-H Policies

RAYMOND A. PEARSON

Chairman, Executive Committee, Association of Land-Grant Colleges and Universities

**T**HE WELFARE of the people of the United States may be discussed under four headings: Spiritual and moral, educational, professional, and vocational. It is possible to consider any one of them as most important, but it is the last, the vocational welfare of the United States, in which agriculture stands at the head of the list, for it underlies national prosperity.

The 4-H clubs, enrolling nearly a million boys and girls, take an important place in any such discussion. This movement has been developing for a long time. It has been well handled and has developed a definite purpose and policy worked out by the trial-and-error plan. Its growth is comparable with that of a great educational institution I have in mind. It started in a crude way, but year by year it was improved. The things were done each year that seemed to be needed. The experience of 1 year was used to make the work better the next year, until a well-rounded organization resulted. So it has been with 4-H clubs.

But there comes a time in the history of any organization when those responsible for the work want to take stock, compare notes, and find their place in the broader picture of public welfare. When the national 4-H club committee was appointed by the Association of Land-Grant Colleges and Universities in 1930, there were objectives and rules for club work, and many of them could not be improved, but a need for a Nation-wide study was felt. Since then the committee have been working on the problem, and they have worked hard and conscientiously to produce the report *Recommended Policies Governing 4-H Club Work*, issued in May 1935.

The work was divided among five subcommittees that are entitled to the credit. Their work was done by means of a great deal of correspondence and an occasional meeting. The entire committee met at least once each year for the 5 years. When a subcommittee was satisfied with its own report, all the members of the larger committee were given an opportunity to study and criticize the

work. Controversial points were referred back to the original subcommittee for further study. Finally, this complete report was developed with the approval of the majority and, I think, of all the members of the larger committee.

### *Important Points*

This entire report of 21 pages is no doubt familiar to readers of the *Review* by this time, but I would like to call attention to some of the points which seemed especially good to me. I will discuss briefly one point brought out by each of the five subcommittees.

To me, the best recommendation made by the subcommittee on objectives is no. 5 on page 6: "To teach rural boys and girls the value of research, and to develop in them a scientific attitude toward the problems of the farm and the home." This reminds us of the scriptural passage "And ye shall know the truth, and the truth shall make you free." It is fundamental. When this idea is grasped by a boy or girl, it will be useful in many ways throughout life.

The recommendation of the subcommittee on organization and method which has the greatest appeal for me is D-(1), page 8, "Study the needs of the county." We must be brought back to our own surroundings. Dreams are all right, but we must not dream too much. We must adapt ourselves to our immediate surroundings. This recommendation should be emphasized even more than has been done.

The subcommittee on relationships points out under 2-B, on page 12, the importance of cordial cooperation with Smith-Hughes vocational work. The two great plans are in operation. Each is established with the authority of Congress. The laws are not so clear in defining limitations as they might be. We must work out these details, and if we fail to do so, both kinds of activity will be discredited. Money will be wasted. Conditions will develop, and it will be hard to overestimate the harm that might follow.

The subcommittee on prizes and awards recommends as no. 1 on page 15, "The individual competing against him-

self (to excel his previous record), thus training the club member to carry out the ideal expressed in the well-known 4-H club motto, "To Make the Best Better." There are three kinds of athletic contests—first, when one physically opposes his opponent, as in football; second, when one has an opponent and there is not physical contact, as in tennis; and third, when one tries to beat his own record. The third is possible with all people at all times and in all places. It is a great thing to learn that one can get fun by competing against himself. If the 4-H clubs can impress this thought, it will benefit the members in other ways as well as in their club work.

The subcommittee on measuring the results of club work emphasizes under 2-D, on page 19, "Methods of determining the completions of 4-H club projects, to the end that the 4-H club procedures in the different States may be more accurately evaluated." Too many of us start things and do not finish them. I know a scientist who has spent most of his life planning things he is going to do and that he never carries to completion. It has been very enjoyable to him, but the public welfare has not been advanced nearly so much as it would have been if fewer jobs had been undertaken and more had been finished. This recommendation also carries a lesson of broad application.

I wish there were space to discuss other recommendations, of which there are many just as good as the ones I have given, but these few appeal to me most of all as fundamental in club work. As long as we can keep the purpose of the work where it belongs under the fundamental laws, just so long will this movement grow and prosper and return ever-increasing benefits to our rural youth and to the Nation as a whole.

**F**IVE Arkansas home demonstration agents were granted leave of absence for 6 weeks during the summer to take advanced work in various colleges and universities, according to Connie J. Bonslagel, State home demonstration agent of Arkansas.





# My Point of View

## It Pays To Advertise

If it pays the commercial world to spend millions of dollars on roadside advertising, then it should pay county agents to spend a few dollars on the same kind of advertising for field demonstrations or recommended extension practices. It was this type of reasoning that caused me to adopt the roadside sign as an extension method, and my experience teaches me that it does pay to conduct such roadside advertising.

Our job is selling recommended practices, and, as quickly as possible, extending the latest up-to-date agricultural information to our farm population. Today the farmer uses the local highways as much as anyone. A good roadside sign is read by the farmer each time he passes, and it calls the demonstration to his attention in a forceful and effective manner.—*J. R. Beck, County Agent, Polk County, Oreg.*

\* \* \*

## Urges More Consolidation

It seems to me that efforts should continue to be directed toward a closer consolidation of all programs in which farmers are interested, either directly or indirectly. I would prefer that these be administered through one office and preferably by the county agent. This would make the work of the county agent more administrative in nature, and should result in more efficient service. Under the present set-up, there is too much opportunity for "passing the buck."—*Glen B. Railsback, County Agent, Kiowa County, Kans.*

\* \* \*

## The Human Element

Events of the last few years lead us to suspect that our programs have taken too large an account of the mechanics and too little of the human element. Responsibility for new programs must lie with communities and this necessitates some training along lines of "responsibility-thinking" and organizing of community thoughts.

Last fall, 87 men and women from 16 of the 20 townships in Faribault County, representing agricultural, home-economics, 4-H, and—above all else—community interests, gathered for a day's training in organization and a preliminary discussion of program planning.

Page 136

Organization of a program, types of subject matter desired, methods of promoting publicity and obtaining records, new means of stimulating interest, and methods of making contacts and establishing relationships with other organizations were among the headings considered in the study of their "job" of putting across a community-betterment program.

Six months do not warrant a definite statement of results accomplished. Some results are apparent. A year will tell more. The results that have come convince us that training in "organization-thinking" and planning must come before and go beyond subject-matter training.—*Charlotte Kichner, home demonstration agent, Faribault County, Minn.*

\* \* \*

## From the Cattle Country

In view of recent newspaper accounts of "buyers' strikes" by housewives in New York, Chicago, Los Angeles, and other cities, and in view of similar action taken by thousands of housewives in every section of the country which did not receive any publicity, it seems to me that the most important problem facing the county agents in livestock-producing counties is the problem of marketing that livestock.

According to the claims of some people the cattle producer is getting the benefit of these high prices. As a matter of fact, he is not.

Economists have made public figures showing that prior to 1920 the cattle producer received 55 percent of the consumers' dollar and showed in these same figures that the cattle producer today is getting only 25 percent of the consumers' dollar.

Distributors claim that the increase in price demanded from the housewife is caused by her demand for fancy packages and extra services.

Isn't there some way that we can arrive at the truth of the various claims and work out some method of reducing the cost to the consumer, and, at the same time, get for the cattle producer a larger share of that dollar spent by the consumer for meat?

I would like to hear this subject discussed by others interested in the problem.—*Paul L. Maloney, district extension agent, Humboldt and Lander Counties, Nev.*

## Interests the Young People

There are now three youth extension 4-H clubs in Rockingham County, N. H. Each club takes in members from a group of 4 to 6 towns and meets once a month. The members are from 16 to 25 years of age. They have adult advisers, but the club officers are entirely responsible for carrying on the club and making out their own program. The adults act principally as chaperons. Each meeting includes a business session, usually an outside speaker, a discussion period, and recreation. Each member must carry on some project. This may be a regular 4-H project such as leadership, keeping farm and home accounts, or any other piece of work approved by the leaders. A record is not required. The report at the end may be written or oral.

In addition to the individual projects, each youth club has a club project. The East and Central Rockingham Youth Clubs conducted a county 4-H fair at Kingston on September 7. The Epping Club raised money to send delegates to the American Youth Foundation, Camp Merrowvista, at Ossipee. There are 89 members in the 3 clubs. Two of the clubs have ball teams, and one is going to put on a play.

On July 4 the East Rockingham Club arranged a dance which netted \$15. With this money they are sending one member to a youth institute, helping toward the expenses of the president of the group, who was delegate to the national camp in June, and spending the rest for play books.

The young people enjoy these clubs. The reason for so much interest, I think, is the fact that the young people themselves are responsible for their success.—*Elizabeth Bourne, County Club Agent, Rockingham County, N. H.*

\* \* \*

## Different, Yet the Same

I have heard much about the changing extension program, yet in the 5 years that I have been in this county, strangely enough, we have kept much the same aims and goals. We have changed only our emphasis, working on those parts of the program which seem to better meet conditions, but the change, I believe, has been one of emphasis and not of program.—*Inez J. Arnquist, Whatcom County, Wash.*



## Rural Sociologists Unify Community Development Programs to Establish

# Guide Posts for Group Life

**F**OR 20 ODD years extension workers have talked in terms of developing the farm, the home, and the community. Most of their project work, however, has been aimed at aiding the farm and the home. Although there naturally was interest in group programs because they strengthened the project work, community development has for the most part sailed an uncharted sea. Rural sociology during the past few years has come into the field with definitely outlined plans to aid community and group life, especially in regard to recreational and cultural activities and the strengthening of local organizations and their programs.

The rural sociology section of the Iowa Extension Service, more recently named the community development section, since its inception in 1922, has attempted to build demonstrations in community programs to provide training for leaders, and to furnish program materials for leaders of local group activities. From the start it has endeavored to help local units of farmers' organizations to function effectively. In 1923, the program was expanded to include cultural and recreational features.

The demand for rural-sociology work in Iowa has been increasing constantly, according to W. H. Stacy, extension rural sociologist. Starting in 1922, with one member, the staff now includes four additional part-time workers.

In developing the rural-sociology program, this section has cooperated with district supervisors, the home-economics staff, 4-H club leaders, agricultural economists, and other subject-matter sections. The Iowa program has taken the form of six major projects:

1. Home and community activities which provide leadership training and programs in which people can enjoy "home-made happiness."

2. Rural organization which contributes to the development of township and community programs of farmers' organizations.

3. Community planning which helps churches, schools, and other community institutions to function more cooperatively in the interest of the whole community.



Claudine Humble, recreation director in Wapello County, Iowa, helps with the finishing touches of make-up for an act in an old-fashioned singing school program.

4. Young people's programs which provide social and cultural activities and contribute to community leadership.

5. Information service which handles inquiries dealing with sociological problems and furnishes an advisory service for extension administrators.

6. Cooperative planning which helps social welfare and other agencies to

function in the interests of permanent community development.

### *Training Schools for Leaders*

Through the home and community activities project, specialist help is provided for training schools for leaders of community music, folk games, social games, and other recreational activities. The major phases of this project are interwoven with the women's home project and 4-H programs. For the past 5 years, the home-economics specialists and county home demonstration agents have built into their programs a study of music selections, the singing of songs, and the playing of folk games. For the past 12 years, 4-H leaders in Iowa have provided for music appreciation in the 4-H girls' program.

For example, in 1934, 4-H girls and women in home-project work studied an arrangement of the opera, the *Bohemian Girl*. Members of local clubs listened to phonograph and radio renditions of the music, sang the chorus songs, and played the folk games. Several county groups presented the opera on local programs. During the winter, try-outs were held in various parts of the State to choose a

---

**Rural sociology extension work throughout the country is in about the same position that economic extension work was some 15 years ago. Within the past 2 or 3 years, however, considerable advance has been made in this activity. Rural sociologists are bringing together into a unified program the various phases of community development and group life that have been in existence but have had to struggle along as more or less incidental to other project work. The accompanying story from Iowa illustrates what one State is doing in this important field and how the community-development program is related to many phases of extension work.**

---



State cast to present the opera during the State 4-H girls' conference at Iowa State College in June. This cast, composed of both youth and adults, was brought to the college several times to rehearse under the direction of the head of the music department and members of the extension staff.

Largely as a result of the work on home and community activities, groups throughout the State are providing hours of fun for both young and old with home-talent plays, music, and games. The specialist in home and community development meets with county committees that are interested in organizing drama festivals and tournaments. In training schools in which the fundamentals of play production are discussed, she demonstrates how local groups may use inexpensive materials, or materials at hand, for costumes and stage scenery.

The specialist also supplies materials such as lists of plays, and cooperates with the library loan department in the development of a play loan reading service. The best plays are selected for rural-talent programs to be presented by county groups at farm and home week at the college and the State fair at Des Moines. This phase of work has expanded until counties are trying to arrange for leaders

Each year county conferences have been held for program committees and officers of local organizations. Many of these groups publish year books in which the program and information concerning the year's plans are printed. Older young people's groups have been aided by the rural sociology section in developing their programs.

The standard township farm bureau idea was developed in 1924 and 1925. To be recognized as a standard township farm bureau, the organization must meet certain goals which help to integrate the home, the farm, the 4-H club, and community activities in the local organization's program.

A monthly program service to provide suggestions and material for use in local programs is provided for leaders. More than 350 leaders in 86 counties were supplied regularly with these helps last year. Through country-life conferences and work with school and church leaders, a general community organization service has been provided in Iowa. The rural sociology section now plans to carry this further in terms of community analysis, community self-study, and in better program planning.

How rural sociology extension helps to systematize and plan work so that there may be the maximum of group activity and local leadership may be illustrated by experience in Greene County, where two types of leader conferences have been held with the help of sociologists. First, the officers and committees of local rural organizations have been brought together to exchange experiences, plan yearly

ships where the year books were used, the programs usually were more interesting, and the responsibilities for activities of each meeting were shared by all. There were 109 township farm bureau meetings held, with an attendance of 6,220 persons. The agent attended only 29 of these meetings." Regarding the Rural Drama Festival, County Agent Anderson reports: "Nine townships took part, each giving a play and miscellaneous numbers. One county training school was held for leaders in this work."

## It's the Berries That Pay

Strawberry growers in Dubois County, Ind., brought \$40,000 into the county and caused a \$15,000 business to be developed.

The story behind this project, which started 5 years ago under the direction of County Agent C. A. Nicholson, is one of constant growth, hard work, and perseverance. Results tell the story.

This, the fifth year of the project, 33 carloads of U. S. No. 1 grade strawberries were shipped out of Dubois County in precooled refrigerator express cars to points between Sioux Falls, S. Dak., on the west and Montreal, Canada, on the east. In addition, 8 cars of No. 2 berries which were overripe were shipped to nearby markets such as Indianapolis, and about 4 carloads were trucked out of the county.

Most of the shipments were made from St. Anthony, Ind., by the Hoosier State Fruit and Vegetable Marketing Association, a local cooperative marketing organization. The cars in which the berries were shipped were cooled to about 40° F. which put the berries into the markets in good condition.

According to Mr. Nicholson, berry growing in Dubois County has become an art. He pointed out the skill developed by six of his growers, who, on a total area of less than 14 acres, grossed more than \$6,100 for their strawberries. Joe Alles, on 2¾ acres this year, produced 636 crates of U. S. No. 1 berries and 119 crates of No. 2 berries, a total of 815 crates which brought one grower a gross of \$1,656.48 with a net profit of \$1,041 for the year's work.

Besides the \$40,000 income from the berries in Dubois County, a \$15,000 crate building business has been developed to take care of the berries produced there. The project has resulted in a \$55,000 business in a county of few more than 20,000 persons.



Leaders of two township farm bureaus in Keokuk County, Iowa, meet in a farm home to plan the year's program.

with special training to be employed locally.

In Wapello County, for example, emergency adult education funds have made possible the employment of Claudine Humble, county worker, to cooperate with the county extension agent in building a more extensive rural community development program. She trains local leaders, helps to develop talent, and assists local groups to plan programs and to make the fullest use of home-talent drama, music, and other types of entertainment.

programs, and consider essentials of speech making and public discussion. Second, specialist help has been provided for county meetings of leaders developing the county-wide farm-talent festival.

In his 1934 annual report County Agent Glenn Anderson states: "The township meetings in the county have assisted materially in providing interesting and educational programs. Twelve townships have held regular township meetings during the year, and eight of these have developed and followed the regular year-book programs planned. In the town-





H. H. Williamson.



Mildred Horton.

## To Direct Texas Extension Service

home demonstration agent, to the position of vice director.

Mildred Horton, who has served continuously in extension work, is a native of Dallas County and a graduate of the Col-

lege of Industrial Arts, Denton, Tex. Looking forward as a young girl and seeing the great possibilities for extension work in Texas, Miss Horton became a county home demonstration agent in 1918.

Four years later, because of the exceptional record she made as a home demonstration agent, she "stepped up" to the position of district agent. In less than a year, she again went up as assistant State home demonstration agent.

In 1924, she received the leading women's post of the extension service and became the State home demonstration agent. Her recent and last appointment as vice director of the Texas Extension Service adds one more laurel to those of an outstanding woman who has many other accomplishments to be proud of.

Miss Horton, as a county home demonstration agent did much to further the movement of canning meat in rural homes. Incidentally, it is believed she

was the first woman to can an entire beef.

Because of this pioneering work, the Texas Relief Administration was able to secure cooperation and supervision which resulted in the establishment of 551 community canning plants and 21 Federal meat-canning plants in Texas, which put up a total of about 59,000,000 cans of food last year.

During the 1934 Federal relief canning campaign, officials of the FERA at Washington called her there to help lay out the canning plans and formulate the best methods and recipes to be used in the Nation-wide canning movement.

Back in 1914, when Mr. Williamson first joined the extension service there were only 98 county agricultural agents. When Miss Horton first became a home demonstration agent in 1918, there were only 67 other home demonstration agents. An indication of how the Texas Extension Service has grown in its organization may be seen by comparing those earlier figures with recent ones. Today, there are 232 county agricultural agents and 155 home demonstration agents in the State. The entire home demonstration staff, white and Negro, under the direction of Miss Horton, numbers around 200.

**H.** H. WILLIAMSON was appointed director of the Texas Extension Service following the death of O. B. Martin during July.

A native of Grimes County, Mr. Williamson grew up in the extension service. His record of service stretches back to the days of his graduation from A. and M. College in 1911.

Back in the dusty records of more than 20 years ago, Mr. Williamson's name can be found many times where he made speeches or was mentioned as backing extension work. His main interest, in those days, was boys' club work in Texas.

His first official capacity followed his graduation. He assembled the exhibits for A. and M. College to go to the State fair at Dallas.

In 1912, he became boys' club agent of the department of extension of A. and M. College, of College Station, before the extension service became a separate division.

The years following were hard ones for those first men and women who were attempting to organize and develop an efficient and businesslike organization out of a small department of the college, but Williamson and many other well-known men in Texas' rural history kept working.

On July 1, 1920, H. H. Williamson was appointed State agent of the Texas Extension Service. Following that advancement, he pushed up to the position of State agent and vice director in 1928.

Recently, because of his long record, his capability, and manifold activities, he was appointed and directed to take over the helm of the Texas Extension Service as director.

With the vacancy in the vice director's office, the board of directors of A. and M. College elected Mildred Horton, State

### Southern Farmers Cure Their Own Meat

More and more Mississippi farmers are learning the value of curing their meat in cold storage, according to a summary report by Paul F. Newell, extension animal husbandman, which shows that 1,580,898 pounds of pork were cured by 36 plants last season for 7,781 farmers. This is compared with 857,729 pounds cured during the previous season by 24 plants.

This work is an important part of the live-at-home program, and has been encouraged by the extension service through demonstrations of approved methods in slaughtering, cutting, and curing since 1931. Mr. Newell reports that curing

under controlled temperatures is preventing the loss of a large percentage of pork, and is yielding a superior, more uniform product. Many of the farmers and curing-plant managers have adopted the "State college way" of handling their pork and pork products.

Approximately 120 million pounds of hogs are slaughtered annually on Mississippi farms, according to Bureau of Agricultural Economics estimates, and much work remains to be done to assist the owners in obtaining the proper facilities for curing and storing it.

Prior to the last curing season, a majority of the plants merely cured the pork for farmers. Now 19 plants have soaking vats and smokehouses, and during the last season 672,100 pounds of pork were smoked in these plants.



## Arkansas Mothers Study . . .

## Care of Babies

**N**EARLY 600 babies in northeast Arkansas are making the rest of the baby population of the State sit up and take notice. The secret of their success in life, they say, lies in the fact that they are members in good and regular standing of the Better-Babies Club.

The Better-Babies Club had its beginning in 1931 in Logan County when a county-wide project on child care and feeding, which included leader-training schools, so interested the mothers of the county that they formed a county Better-Babies Club to carry the influence of the school to every home in the county where there were children under school age. Since its beginning, reported in the REVIEW for September 1934, this club has steadily progressed, enrolling 165 babies, according to recent reports.

The 2-day conference and clinic was one of the big affairs in Logan County last year. During the 2 days, 68 babies were scored. The babies were carefully weighed and measured and examined by a physician. Each mother was given a conference with the extension nutritionist, Gertrude E. Conant, and each received a leaflet on good foods for children. An interesting feature of the clinic was the way in which the physical and mental development of the "better babies" excelled that of the babies who had not had the benefit of the instruction. The object lesson was so good that 60 more mothers entered their babies in the Better-Babies Club.

The nutrition leader in each home demonstration club is local leader for the club. She looks after the mothers and babies in her community and sees that the mothers receive the necessary literature and instructions. The county chairman enters each child's name in her roll book, with information on the child's nutritional condition, and sees that the local

chairman has literature on hand to distribute.

The idea has spread to nine other counties where Better-Babies Clubs have already been organized. Several other counties are ready to begin work as soon as Miss Conant can visit them to help in the organization. More than 470 mothers have enrolled 545 babies in the clubs.

Nutrition leaders in each county meet 3 or 4 times a year for training in their



A doctor looks over one of the Logan County, Ark., better babies at the 2-day clinic and conference held in the fall.

work. At the first meeting the matter of food for the expectant mother, as well as the physical care necessary to keep her in good condition, is discussed. At the second meeting, questions of the nutrition leaders, involving problems arising out of their work with the mothers in their community, are answered, and the diet of the child from infancy to school age, with special emphasis on regularity of feeding, is discussed. The third meeting takes up the formation of good food habits and the correction of bad food habits.

their home demonstration agent in charge.

These camps ran for the entire month of July and for one and one-half weeks in June. Each week two groups came, one group arriving on Monday and leaving on Wednesday, and another arriving on Thursday and leaving on Saturday.

The trips were made by bus usually, some coming in school busses, others in regular commercial busses chartered for the trip, while others came in privately owned busses. Many of them brought their own food, the amount of which had been worked out before so that each brought just enough to feed herself for the 2½ days she was there. This was supplemented by small fees to pay for the necessary expenses; such as lights, water, milk, fuel, servants, ice, and bread.

The programs for the groups were similar. They were planned by the camp manager and director, Bessie Harper, district agent, cooperating with the chamber of commerce and the Service clubs of Charleston. Shortly after the camps began the Service clubs, at the call of the chamber of commerce, met; and when the values of the camps were presented to them, each club offered to sponsor a camp lasting a week. The clubs arranged for local members to go as guides on all trips and furnish speakers for the chapel programs and for entertainment for the evening programs. Each group visited the spots of historic interest about Charleston, as well as points of interest in the modern city. Through the courtesy of radio station WCSC each group was given a 15-minute period to broadcast. Many interesting programs of talks on various phases of club-work accomplishments of women and girls and musical selections were given.

The Citadel allowed the use of the barracks, the dining room, kitchen, and bleacher seats.

Many requests for reservations for the summer of 1936 camps have already been made from counties attending this year, and from three counties that have never attended before.

## Summer Camps in Old Charleston, S. C.

**W**HAT farm women and girls think of summer camps is shown in the attendance at the series of camps sponsored by the South Carolina Extension Service, the Chamber of Commerce of Charleston, and The Citadel authorities, and held at The Citadel in Charleston this summer.

During the 6 weeks available for these camps this summer 300 boys, 1,100 girls, and 1,200 women, a total of 2,600, attended, coming from 28 counties in the State.

One of the largest groups of girls, 101 in number, came over 150 miles from Lancaster County in four busses with

**4-H CLUBS** in South Dakota plan this year to include some phase of wildlife conservation in their club activities. The program will be carried on in cooperation with the State game and fish department. The clubs will select a phase of the work most suitable for their respective sections, the one which will be of greatest benefit to the community.



## With the Washington Staff



**H.** W. GILBERTSON has been appointed regional head in immediate charge of cooperative extension work in the North Central States, Extension Service, United States Department of Agriculture, to fill the vacancy caused by the transfer of the former head, George E. Farrell, now Director, Division of Grains in the Agricultural Adjustment Administration.

Mr. Gilbertson was reared on a farm in Minnesota, was graduated from the College of Agriculture, University of Minnesota, and received his master's degree from Cornell University. He joined the staff of the United States Department of Agriculture in 1911, engaging first in farm-management investigations in the Western States. He served as county agricultural extension agent in Sussex County, N. J., from 1912 to 1915. Since 1915 he has had supervision of county agent work for the Department in the 11 Western States through 1919; and in the North Central States since 1920. He has been acting in charge of extension work in the 13 North Central States since July 1, 1933. Mr. Gilbertson is the author of a relatively large number of extension publications relating to supervision and extension methods. The best known of these are his circulars with reference to the preparation of educational exhibits, circular letters, and reports of extension work.

Ella Gardner, rural sociologist in recreation, has been added to the staff of the Extension Service, United States Department of Agriculture. She will assist cooperative extension workers in the various States to plan and carry out programs for training rural people in recreational leadership.

Miss Gardner comes to the Extension Service from the Children's Bureau, United States Department of Labor, where her work followed somewhat similar lines and frequently included cooperation with extension workers in leadership training meetings and demonstrations. Before her employment in the United States Department of Labor, she had developed recreation programs for the playground department of Asbury Park, N. J., Altoona, Pa., and Fairmont, W. Va. She is a native of Washington, D. C., a graduate of George Washington University there, and has taken advanced work in Columbia University.

E. O. Pollock, associate marketing specialist in the division of hay, feed, and seed, Bureau of Agricultural Economics, United States Department of Agriculture, by a cooperative agreement with the Bureau of Agricultural Economics, will assist extension workers in demonstrations and programs for the improvement in quality of hay. He will work both in the market-hay regions, where problems relating to seeding, harvesting, and preparation for market are uppermost, and in the sections producing hay for local feeding, where quantity and nutritive values outweigh questions of grade.

## Honor Founder of Oldest Farm Society

A 10-year-old blight-resistant pear tree, developed by Dr. E. L. Nixon of the department of botany at the Pennsylvania State College, has been named Richard Peters in honor of one of the founders of the Philadelphia Society for Promoting Agriculture. The naming ceremony was part of the program during a recent visit of the society to the college campus.

Dr. Nixon discovered the newly named pear in 1925, when he was studying fire blight. While other seedlings succumbed

to the destructive disease, this tree survived. Every year since 1926 Dr. Nixon has inoculated the tree with cultures of the fire-blight organism, but it has shown no sign of the disease.

Judge Richard Peters of Philadelphia, for whom the new pear has been named, was the moving spirit in organizing the Philadelphia Society for Promoting Agriculture, and for many years served as its president. He is said to have contributed more to the advancement of agriculture than any other man of his time, particularly in gaining recognition for agriculture. The State department of agricul-

ture, which was formerly the State agricultural society and later the State board of agriculture, was largely the fruit of his efforts.

The Philadelphia Society for Promoting Agriculture is the oldest organization of its kind in this country. It was born on February 11, 1785, and recently celebrated its one hundred and fiftieth anniversary. Out of it developed most of the organizations that promote present-day Pennsylvania agriculture, including the oldest horticultural society of America, the Pennsylvania Horticultural Society.

In the founding of the Pennsylvania State College, the Philadelphia Society for Promoting Agriculture played an important part. Nine of its members were delegates to the convention which took action requesting the legislature to establish an agricultural school. Frederick Watts, one of the leaders of the movement, was an honorary member. Five of the first trustees of the college, then known as the Farmers' High School, were members of the society.

## Now the Dads Are Doing It

A home market for feed grains grown on the farms of Iroquois County, Ill., was first brought to light by 88 members enrolled in 4-H club baby-beef projects. These boys and girls were feeding 132 beef calves as a part of their 4-H club activity during 1932.

The fathers of these club members started feeding carload lots of cattle in the winter of 1932-33, providing a local market for approximately 100,000 bushels of corn.

In 1934 the county agent, C. E. Johnson, through personal visits and cooperating local leaders encouraged the club members by sending out timely suggestions on feeding and management. He believes that this is the best established 4-H project in the county.

Mr. Johnson has continually recommended to both club members and farmers the feeding of high-quality animals, pointing out the more efficient gains in weight made on this type of animal. Most of the feeder cattle and calves have been obtained from Texas through the cooperation of a Texas county agent who has been aiding in the selection of the animals to be shipped.

More than a hundred calves are being fed in the 1935 club project work, and the experience of the past 2 years indicates that this type of farming, first attempted by 4-H club members, has pointed a way to a more balanced farm unit.



## Connecticut 4-H Service Clubs Develop Initiative and Ability

### Managing County 4-H Fairs

**4-H** FAIR season has again come and gone in Connecticut, where the older 4-H club members in the State service clubs are finding both pleasure and useful training in the responsibility of putting on successful county fairs in five counties.

The Middlesex County 4-H fair, the oldest in the State, has been operating successfully for 11 years and managed by a fair association composed entirely of young people. As to its value in 4-H club work, County Club Agent Elizabeth Mary Alling says:

"The county exhibit of work done during the year by club members is one of the finest ways of showing the public just what 4-H club work has to offer young people, and what 4-H club members accomplish through their projects. Then we have found that the responsibility of putting on their own fair is a good thing for the young people."

The first Middlesex County fair in 1924 was rather a daring experiment. The fair was held in the barns of a private estate. Tents were rented in addition, and many of the youngsters showing livestock slept in the hay the night before the fair. Continuous operation for 11 years has built up an organization of club members, officers, directors, and town chairmen who are competent and experienced, many of whom have worked up in the organization from the first year, while new enthusiasts have been added each year. In 1933 and 1934 it seemed wise for the Middlesex County fair to combine with the Durham town fair, and though this made it possible for a greater number of people to view the exhibits and become acquainted with the work, still it detracted from the enthusiasm and training in responsibility given to club members themselves, and they gladly went back to their own fair this fall.

With this example to guide them, some of the other county associations have been officered by club members from the outset. The New London association has staged 4 fairs; Litchfield, 2; Hartford and New Haven, 1. The Hartford County club agents, after their first 4-H club fair, reported, "The organization of

the Hartford County Club Fair Association, Inc., was a much-needed and most worth-while accomplishment. It was very good for a first-year exhibit. But best of all was the attitude displayed by the people through the county, including officers, leaders, and 4-H club members." In Litchfield County it is the biggest activity for older club members. The fair association officers and superintendents are chosen from the 4-H Service Club of 43 members, all of whom are more than 16 years of age, and nominated by the county club agents because of outstanding abilities.

These fairs put on surprisingly varied programs. Exhibits cover most of the club activities—livestock, vegetables, flowers, cooking, clothing, canning, home furnishing, and handicrafts. The county style dress reviews are held there. In some counties plays have been produced, and pony races or horseshoe pitching add to the gaiety. New Haven held wood-chopping and sewing contests that

proved quite as exciting as the regular State contests. Last year the total prize money in the five fairs ranged from \$150 to \$425, and the number of prize winners from 96 to 173.

The fairs last 1 or 2 days. Obtaining grounds and other facilities is the first problem. Existing fair associations in many instances have offered these. Twenty-five cents admission is usually charged, and the club holds the refreshment concessions.

It is planned to have all county fairs scheduled during August followed by the State club exhibit just before school opens. In this way county fair associations working independently can put on effective programs and build up the climax of the State exhibit.

**O**NE OF THE most popular events in the extension calendar for California farm women is the visit to the Berkeley campus arranged for home demonstration clubs. This year more than 550 men and women from 25 counties were there. Besides looking over the various buildings, they attended two assembly meetings and were enthusiastic about the four famous scientists who spoke to them about some of the research work.

### Ex-Club Members on Arkansas Staff



**O**F THE 79 men and women, all college graduates, employed in extension work in Arkansas during the past 2 years, 53 percent are former 4-H club members. Of the 16 young men graduates of the College of Agriculture, University of Arkansas, who have been employed as assistant county agents during the past 10 months, 10 are former 4-H club members.

Former 4-H club members are now extension workers in Arkansas as county and home demonstration agents, district agents, and specialists. Forty percent of that State's extension staff were once 4-H club boys and girls. Says W. J. Jernigan, State club agent, "Here is real evidence that 4-H club work is playing an important part in developing farm leadership."



# All Work Together

## Alabama Likes the Result Better

**A**GRICULTURAL workers in Alabama have found that they can accomplish much more working together on the same problems than they can by each group working separately on different problems. This fact has become so well established in the State that when major farm problems appear, the extension service, the vocational education department, the State department of agriculture, and the farm bureau join hands in getting the correct information into the hands of the farmers of the State.

The cooperation of the extension service workers and the teachers of vocational agriculture in carrying on the educational work in connection with the cotton-adjustment program this year offers an outstanding example of how Alabama farm groups work together in carrying out a farm program. To give farmers the real facts about the cotton program, county agents and vocational teachers worked together in conducting an educational campaign.

The first step in the educational work was the calling of 3 joint meetings, 1 in each of the 3 extension service divisions of the State, for the agents and teachers to study the facts about the program and to make plans for carrying these facts to the farmers in the 67 counties of the State. These conferences were called jointly by the district agents of the extension service and vocational education department. Following these three meetings, the agents and teachers went to their counties and called a farm meeting in each community. More than 1,000 meetings were held in the State during one week.

In reporting on this work, C. S. Keller, county agent of Henry County, says that 17 meetings were attended by approximately 1,000 farmers. "The two vocational teachers assisted the county agent and rendered some very valuable service in helping put over the program. Each community had a meeting, and the attendance and enthusiasm were more than gratifying. Both local papers carried articles that have caused considerable interest and comment. The local producers in this county were thoroughly informed and responded in a fine way."

H. F. Gibson, teacher of vocational agriculture, reports on the cotton-adjustment educational work as follows:

"The county agent and 3 agricultural teachers divided the county into 4 sections, each being responsible for meetings in 1 area. I held 12 meetings with my evening class. My county agent attended 3 of these with 120 in attendance. The other 9 meetings were attended by 480 farmers. Twelve meetings held in 3 other communities were attended by 500 individuals."

From Cullman County, Felston Mullins, vocational teacher, reports that the county agent and vocational teachers of that county held a conference and planned 29 farmers' meetings in the interest of the cotton-adjustment program. "I held 9 of these meetings which were attended by 961 men. The county agent cooperated with me in holding a meeting with my evening class which was attended by 110 farmers. Later, a series of meetings was held in 15 centers. The attendance at the 5 meetings I held was about 390 farmers."

L. F. Ingram, teacher of vocational agriculture in De Kalb County, states that through the "complete cooperation of county agent and teachers of vocational agriculture we have been able to give cotton farmers valuable information which otherwise they might not have received."

The farm bureau cooperated in getting the cotton program before the cotton farmers of the State by publishing the facts in its house organ and by printing and distributing 100,000 circulars carrying additional facts.

## Oscar Baker Martin

(Continued from page 133)

of the most advanced educational thought of today, as expressed, for instance, in the modern "progressive schools."

In season and out, he fought to maintain this concept as the bedrock of extension. He never deviated from the principle. Though compromise might often advance his cause, he disdained to employ it. Fearless, outspoken, witty, he always fought in the open. He harbored no ill feeling for those he criticized most severely. His fights were impersonal affairs.

Mr. Martin was a power in extension and land-grant college conferences and at the time of his death an influential member of the important committee on extension organization and policy.

A lovable character, a delightful personality, a famous story teller, a born fighter, an inspired teacher, an able administrator—he was all of these and more.

Today his body lies at rest in a beautiful cemetery at Greenville, S. C., the scene of his early activities, but the demonstration method for extension work was never more alive.

To extension workers everywhere his final message would be, in the matchless phrases of his revered chief, Dr. Knapp: "Your mission is to solve the problem of poverty, to increase the measure of happiness, and to the universal love of country add the universal knowledge of comfort, and to harness the forces of all learning to be useful and needful in human society. \* \* \*

"The power which transformed the humble fisherman of Galilee into mighty apostles of truth is ever present and can be used as effectively today in any good cause as when the Son of God turned His footsteps from Judea's capital and spoke to the wayside children of poverty."

## 750,000 Trees for Erosion Control

Over a period of 9 years, Monmouth County, N. J., landowners have planted more than 750,000 seedling trees covering more than 400 acres of land. This was accomplished in spite of the fact that Monmouth County has high-quality soil and for many years has been one of the outstanding agricultural counties in the United States.

The program of reforestation was inaugurated 10 years ago in cooperation with E. L. Scovell, State specialist in forestry, connected with the extension service of the State Agricultural College.

Thousands of acres in Monmouth County have been placed under a better cropping system, using more cover crops, cultivating across the hillsides, and using the more sloping areas for pasture and reforestation. This program became more intensive 5 years ago when County Agent Douglass and Assistant County Agent Clark made a special study of Monmouth County soils under the leadership of Dr. Linwood L. Lee, research specialist in land utilization of the State experiment station.



## Budget the Whole Farm

(Continued from page 129)

cooperator selected by the agent. This was done last winter, and the budget charts were later used to interest groups of farmers in the subject. Following this, Mr. Muster selected eight men as a beginning group. The group was held to this number because it was recognized that much had to be learned regarding the technic of handling such an intensive piece of work. These eight men attended a budget-preparation meeting, bringing with them an inventory of their livestock and feed supplies and any other records which they had. Large budget charts (in blank) were prepared, and one cooperator gave his figures for use in building a demonstration budget. The other farmers were supplied with budget forms, extra paper, and pencils. As each part of the budget demonstration was developed, each farmer developed similar data for his own farm and entered it in his copy of the budget form. A blackboard was used in illustrating how to make the necessary calculations.

All the budgets were not completed the first day because of the intensive character of the work and the intense interest and discussion of certain points. For example, the cooperator for whose farm the demonstration budget was being prepared had certain practices of feeding work stock. Some of these practices were questioned by other members of the group, and each man took the occasion to justify his own methods for his conditions. The same was true for practically every item concerned. But the fact that such intense interest developed is proof of the contention previously made that the farm-unit approach in attacking farm problems really represents the farmer's essential point of view, whereas the single-enterprise approach does not.

As the job of budgeting was not completed in 1 day, County Agent Muster met with these men again within the week, when they practically completed the job, with the exception of transferring items of estimated cash receipts and expenses to a final cash estimate sheet, which was drawn up to show expected receipts and expenses on a monthly basis. This, however, was merely a mechanical procedure. The actual work of estimating future production, future purchases, future sales, and feed requirements was mostly completed at the close of the second meeting. Needless to say, outlook information on which to base future price estimates was an important item in developing these budgets.

The program of work for farm budgeting calls for four follow-up meetings during the year, including the final completion meeting, when actual results as measured by the farm record book are compared with the anticipated results as shown by the budget. The first of these follow-up meetings was held with the Cedar County group in May. Despite the floods in that section, all of the cooperators were present except one, who had to stay at home to protect property menaced by the high water.

### Current Problems Discussed

The work done at the intermediate follow-up meetings consisted of checking record books when necessary but mainly in discussing current problems affecting decisions which farmers must make from time to time. For example, in feeding out 1935 spring pigs, in view of prices of feed grains and the future outlook for corn and hog prices at the time the first follow-up meeting was held, three alternatives suggested themselves:

1. Push pigs on purchased corn for the early fall market.
2. Carry them on grass with a little grain, then finish on new wheat.
3. Rough them through the summer and early fall on pasture with only a little grain, and fatten on new corn.

The time of marketing and probable price received will vary with these three methods. Also the probable net returns above feed costs will vary. But John Jones must make the decision now as to which method will make him the most money. Helping him to figure this problem through in relation to the rest of his business so that the pigs in question will make the greatest net contribution to his total farm income is doing him more good than to stop when we have merely pointed out what feeding practices will give the most rapid gains in a given length of time.

### Future Development of Farm Budgeting

The work with this group of Cedar County farmers represents the pioneer attempt at developing this budget method as a definite activity in Missouri. However, approximately 25 Missouri counties are carrying it this coming fall and winter. It will be handled by the agent and specialist meeting with small groups of farmers for 2 successive days, at which time the procedure of budget preparation will be undertaken. From 3 to 4 follow-up meetings will be held.

It is expected that each county carrying this work will expand it to include

additional groups of farmers each year. Enough assistance will be given so that each group of previous cooperators will carry it on. The agent and specialist will develop at least one new group each year. The objective is to build soundly and thoroughly, even though, of necessity, slowly. Of course, outdoor farm-management demonstration meetings will be held as a means of increasing the value of this work.

Farm budgeting attacks farm problems as they exist on the farms and does not attempt to catalog them artificially to conform to the sharply defined department lines of a college of agriculture. It is based on the recognized fact that the internal farm-management problems must be treated by the farmer in relation to the total income. We should be guided by that fact in our extension approach. If this procedure is basically correct, ways and means will be found so that adequate attention can be given to its growth and development.

## Looks Don't Always Pay Dairy Profits

Farmers in Somerset County, Maine, don't believe all they see when they are judging dairy cows. County Agent G. C. Dunn and R. F. Talbot, extension dairy specialist, say, "It matters little what a cow shows in the judging ring if she can't return a profit at the milk pail."

For many years the dairy cows at the Skowhegan Fair have been placed on type alone, and for just as many years the animals have been sold on the blue ribbons which they won. For 3 years, Mr. Dunn and E. A. Markham, the dairy herd-improvement tester, have worked to interest the fair officials in a dairy herd-improvement judging exhibit.

Eighty-five animals were entered in this year's contest where production was considered in making awards. They were first placed according to type and their point score on type was added to their point score on production and from this was determined the final placing. Ribbons were the awards and each man exhibiting received approximately \$4 per animal.

"This exhibit, for such it might be considered, brought to the fair and show ring, men who had never brought animals before", says County Agent Dunn. "The dairy herd-improvement members who showed at the Skowhegan Fair this year are farmers actually getting their living from the farm. What these men are doing is small compared to what hundreds of others could do in herd-improvement work."



# Discussion Time Is Here

THE TIME is ripe for purposeful discussion about the big questions of future agricultural policies. The time is ripe for a group discussion program in every community in every county of every State.

Why?

This is a period of transition. We are entering a future in which we will feel increasingly the impact of science and the machine. Our civilization is now trembling from the effects of this impact. Agriculture feels this impact. Forms of government are feeling it, and some have changed.

## *Archstone of Democracy*

We want to stick to democracy. Free and full discussion is the archstone of democracy. We cannot now be certain what these transitional years will bring to farmers. But we can agree that we want to make changes in our agricultural policies and adjustments of all kinds, consciously, deliberately, intelligently—aware as we can be of their full meaning and the reasons for them.

The discussion-group idea is not new to extension workers, but there has never been a better opportunity or a greater need for using it as a means of stimulating the flow of pro and con thought.

Demands of farmers for more facts which will help them penetrate the background of our complex problems of today and the future are finding a welcome reception at land-grant colleges and at

the Department of Agriculture. Most extension workers feel, I believe, that “preaching” is an overworked method—that farmers and their wives prefer to be participants, taking a part in discussion rather than being passive recipients of ideas and facts.

## *Ready to Help*

At the Department, in cooperation with State extension services, we are preparing outlines and other materials to help groups of people who want to try systematic discussion. There will be materials for members of discussion groups, other materials for discussion leaders. There will be material to help leaders understand how to organize groups, how to help them make the most of a weekly meeting, how to make both pleasant and profitable use of small groups met for mutually advantageous exploration of a topic.

I know county extension workers are busy, but I believe that this is an opportunity and a challenge too important to overlook.

If I sense aright the interest of farmers and their wives in discussion, efforts to help groups to carry on discussion programs will win enthusiastic support and approval in every community.



**M. L. WILSON**

*Assistant Secretary of Agriculture.*

# WHERE WORDS FAIL

---

# PICTURES STRIKE HOME

---

WORDS spoken or written may arouse widely varied effects in the minds of listeners or readers, but good pictures carry their meaning direct. They make words more intelligible. More than this they capture the eye and stimulate action. Extension workers need good photographs for use in news stories, printed bulletins, circular letters, published articles, film strips, posters, and exhibits.

PHOTOGRAPHS taken locally are best, but if none are available possibly the right one may be supplied from the photographic library of the Department Extension Service. This library contains thousands of photographs covering practically every phase of agriculture and home economics.

PHOTOGRAPHIC prints and enlargements of these are for sale at reasonable prices. For the current fiscal year, which ends June 30, 1936, prices of enlargements range from 35 cents for size 8 by 10 inches to \$12 for size 40 by 70 inches. For photographic prints the prices are:

15 cents for size 5 by 7 inches

20 cents for size 6½ by 8½ inches

30 cents for size 8 by 10 inches



For additional information  
write to

---

EXTENSION SERVICE, U. S. DEPARTMENT OF AGRICULTURE  
WASHINGTON, D. C.